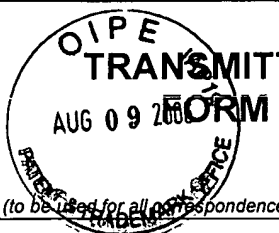



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 (to be used for all correspondence after initial filing)	Application Number	09/465,730
	Filing Date	05/17/2000
	First Named Inventor	Hunter, et al.
	Art Unit	3661
	Examiner Name	Nguyen, Cuong H.
Total Number of Pages in This Submission	Attorney Docket Number	0108020-0533877


ENCLOSURES (Check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input checked="" type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
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<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	Remarks	

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Frost Brown Todd LLC		
Signature			
Printed name	Andrew B. Ulmer		
Date	08/07/06	Reg. No.	57,003

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09/465,730

PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 09/465,730

Examiner: Nguyen, Cuong H.

Filed: May 17, 2000

Art Unit: 3661

Inventor: Hunter, et al.

Atty Ref.: 0108020-0533877

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING
SYSTEM**

AMENDMENT AND RESPONSE

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 05/05/2006, please amend the above-referenced application as follows:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 5 of this paper.